

2013

INTERNATIONAL ECONOMIC  
DEVELOPMENT COUNCIL  
**EXCELLENCE**  
IN ECONOMIC DEVELOPMENT  
**AWARDS**

**GOLD**

# 2014 GROUNDS for DEVELOPMENT

4th largest city in Oklahoma



Presented by:



  
**FOREST RIDGE**

## **BROKEN ARROW**

— CHAMBER of COMMERCE —  
ECONOMIC DEVELOPMENT CORPORATION





# FOREST RIDGE

## MASTERFULLY PLANNED. ELEGANTLY EXECUTED.

Forest Ridge was inspired by nature and designed for convenience.  
Many amazing amenities surround the neighborhoods & shape the lifestyle at Forest Ridge.  
Come visit the area's only true master-planned community.



Neighborhoods for  
every budget and  
personal taste



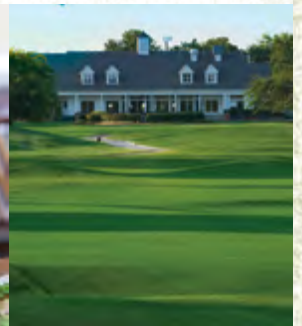
New schools offer  
excellent education  
right in your  
neighborhood (K-8)



Trails, parks & lakes  
provide something to  
keep everyone in the  
family active



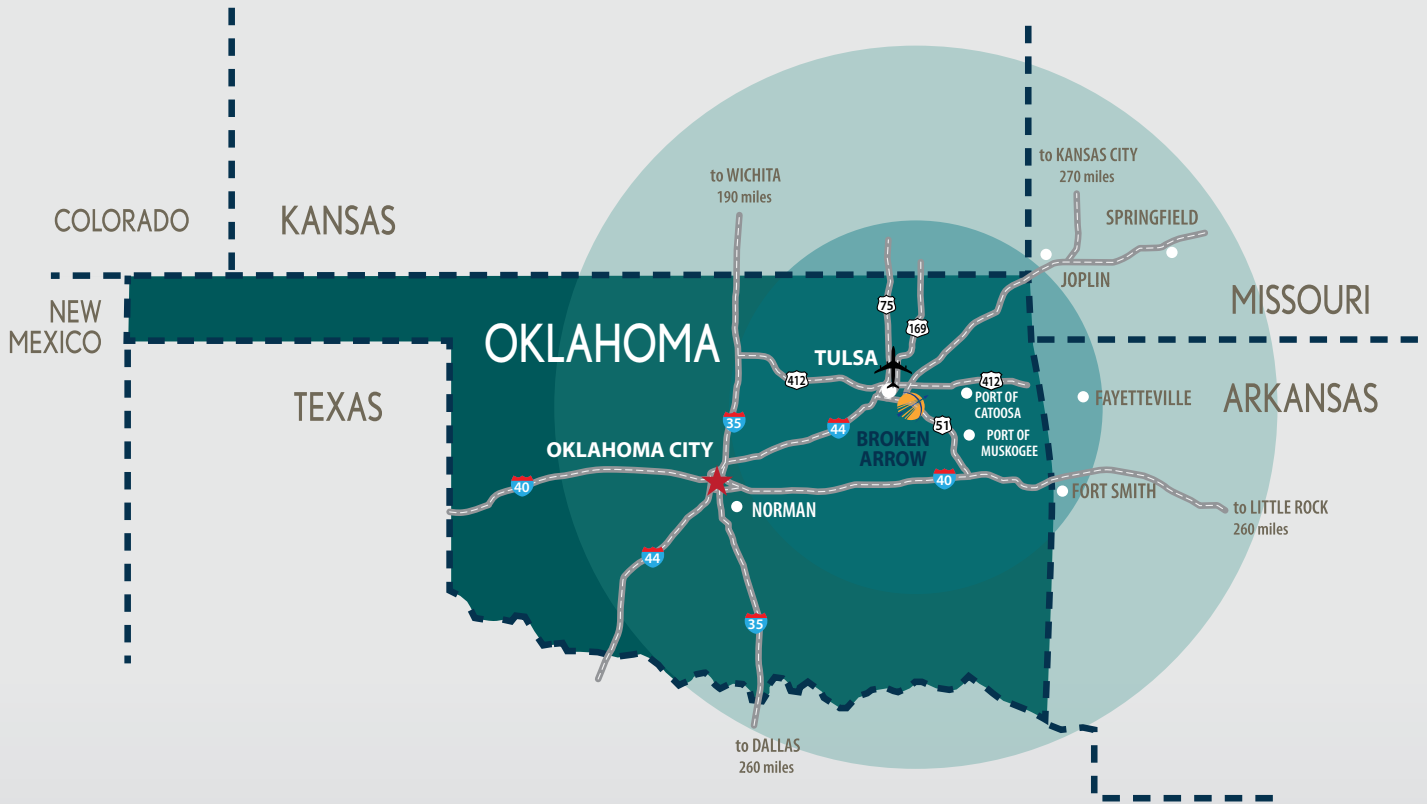
Casual dining open  
to the public, with  
spectacular views at  
Cafe Savannah's



Award-winning  
public golf course



918.357.1488 | [forestridge.com](http://forestridge.com)

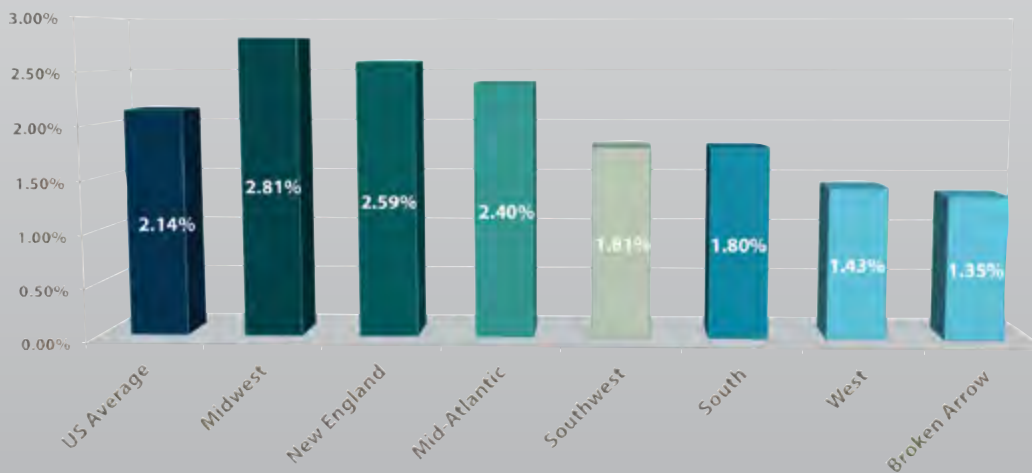


Broken Arrow is **centrally located** in the South Plains Region of the USA.

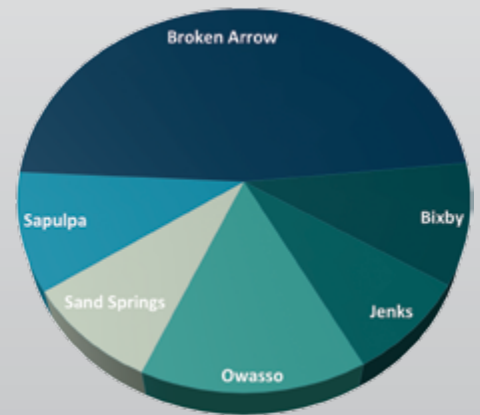
## Low cost of doing business

- Lowest Sales Tax Rate in the Tulsa Metro at 8.35%
- Lowest utility costs in the region
- Low Property Tax Rates averaging 1.35%:

Estimated Natl. Property Tax Rates



Source: Lincoln Inst. of Land Policy



Population equal to surrounding suburbs combined.

- Over 105,000 Population
- Median Age of 36
- Median Household Income nearly \$65,000
- Low cost of living = more disposable income

Source: Nielsen/Claritas

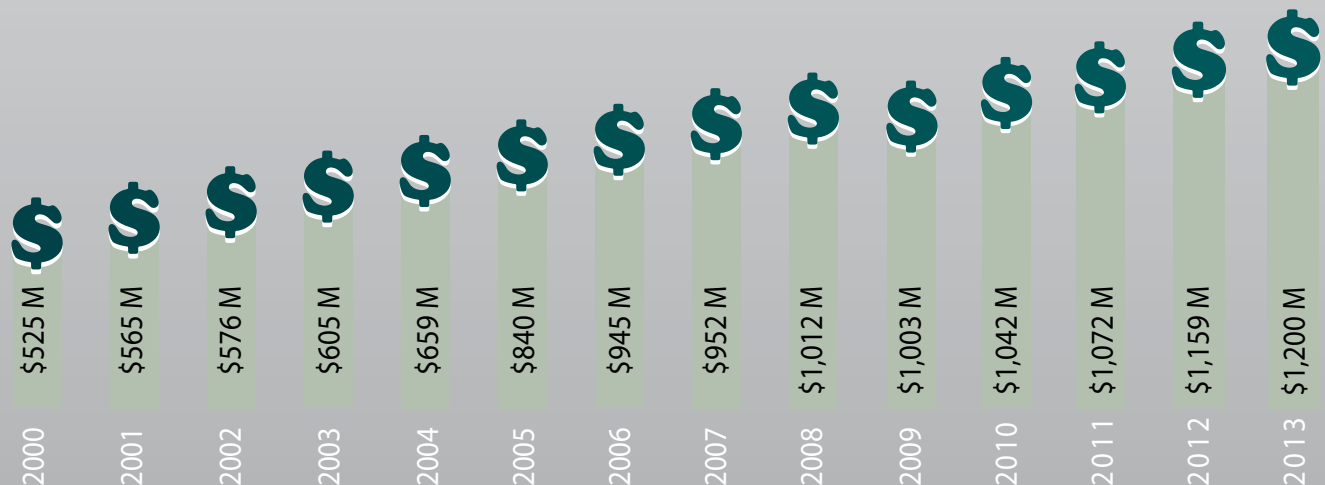


# Major Retail DEVELOPMENTS underway in Broken Arrow

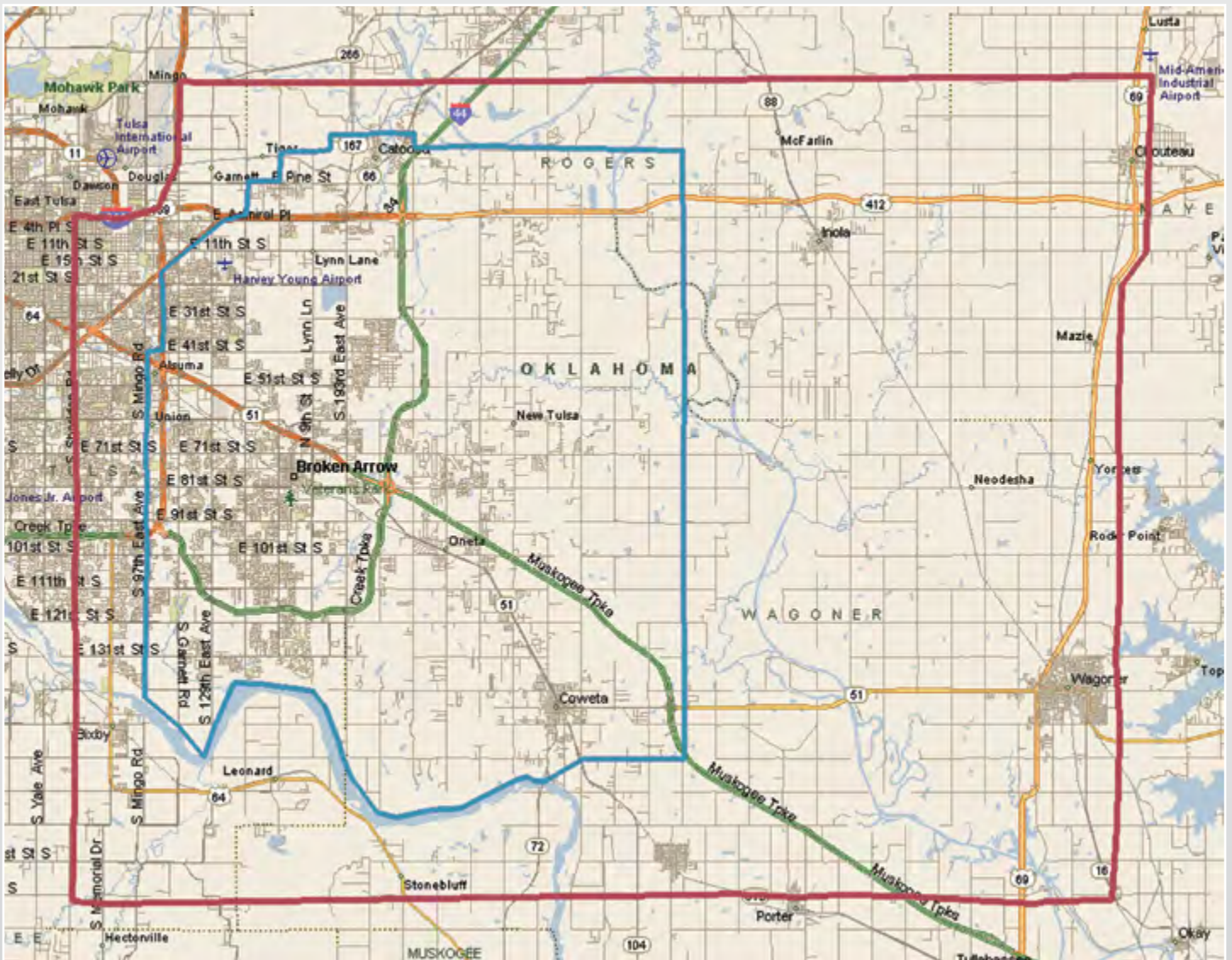


- 1 Battle Creek**  
(378 unit luxury apartment complex and existing golf course)
- 2 Stone Wood Hills**  
(Bass Pro, Los Cabos, Charleston's, Lone Star Steak House)
- 3 City Pad Sites**  
(City owned retail/restaurant pads)
- 4 Hillside Crossings**  
(Sprouts Farmers Market, L.A. Fitness, Louie's Bar & Grill)
- 5 61st & Lynn Lane**
- 6 Shops at Broken Arrow**  
(Target, PetSmart, Olive Garden, Dick's Sporting Goods)
- 7 The Park at Adams Creek**  
(Cinemark, Lowe's, IHOP, Chili's)
- 8 East Kenosha Market**  
(Great highway visibility and frontage on major arterial)
- 9 The Rose District**  
(Arts & Entertainment District)
- 10 71st & Garnett**  
(Near regional retail hub)
- 11 81st & Garnett**  
(New grocery anchored center)
- 12 Aspen Creek**  
(Available city property and 150k sf theater anchored development)
- 13 NSU Development**  
(University, Festival Park)
- 14 Northeast Crossroad**  
(Walmart)
- 15 Oneta Square**  
(Nearby Armed Forces Reserve Center)

## SALES TAX TREND GROSS SALES SUBJECT TO TAX HAS NEARLY **DOUBLED** IN THE PAST 10 YEARS







## PRIMARY AND SECONDARY RETAIL TRADE AREAS

**PRIMARY TRADE AREA:** Our primary trade area consists of over 200,000 potential customers resulting in a total retail leakage of over \$1.1 billion

**SECONDARY TRADE AREA:** Our secondary trade area, consisting of over 330,000 potential customers, yields over \$2.6 billion in retail leakage



# LEAKAGE SUMMARY

SIC	RETAIL SECTOR	PRIMARY LEAKAGE AMOUNT	SECONDARY LEAKAGE AMOUNT
521	Lumber and Other Building Materials . . . . .	-\$28,714,740 . . . . .	-\$88,455,960
523	Paint, Glass and Wallpaper. . . . .	-\$6,789,233 . . . . .	-\$18,142,210
525	Hardware Stores . . . . .	-\$28,473,750 . . . . .	-\$52,487,490
526	Retail Nurseries and Garden. . . . .	-\$9,080,843 . . . . .	-\$24,672,860
527	Mobile Home Dealers. . . . .	-\$7,502,080 . . . . .	-\$12,184,570
53	General Merchandise Stores . . . . .	-\$107,525,100 . . . . .	-\$299,469,600
541	Grocery Stores . . . . .	-\$145,620,200 . . . . .	-\$317,651,000
542	Meat and Fish Markets . . . . .	-\$10,982,180 . . . . .	-\$17,836,800
543	Fruit and Vegetable Markets . . . . .	-\$2,023,033 . . . . .	-\$3,285,727
544	Candy, Nut and Confection Stores. . . . .	-\$550,261 . . . . .	-\$956,127
545	Dairy Products Stores. . . . .	-\$451,570 . . . . .	-\$733,421
546	Retail Bakeries . . . . .	-\$1,440,307 . . . . .	-\$3,650,023
549	Miscellaneous Food Stores . . . . .	-\$12,994,990 . . . . .	-\$24,663,640
551	New and Used Car Dealers. . . . .	-\$306,752,400 . . . . .	-\$554,950,700
552	Used Car Dealers. . . . .	-\$20,560,590 . . . . .	-\$67,347,930
553	Auto and Home Supply Stores . . . . .	-\$70,064,480 . . . . .	-\$129,399,800
555	Boat Dealers. . . . .	-\$2,676,394 . . . . .	-\$17,828,730
556	Recreational Vehicle Dealers . . . . .	-\$23,580,060 . . . . .	-\$38,672,260
557	Motorcycle Dealers . . . . .	-\$9,507,834 . . . . .	-\$15,941,560
559	Automotive Dealers, NEC . . . . .	-\$14,814,600 . . . . .	-\$36,107,530
561	Men's and Boys' Clothing Stores . . . . .	-\$2,264,654 . . . . .	-\$4,177,486
562	Women's Clothing Stores . . . . .	-\$3,830,871 . . . . .	-\$10,091,730
563	Women's Accessory and Specialty Stores . . . . .	-\$1,062,040 . . . . .	-\$1,787,337
564	Children's and Infants' Wear. . . . .	-\$1,920,677 . . . . .	-\$3,119,485
566	Shoe Stores . . . . .	-\$3,789,246 . . . . .	-\$10,835,530
569	Miscellaneous Apparel and Accessory Stores . . . . .	-\$5,355,748 . . . . .	-\$9,260,329
571	Home Furniture and Furnishing . . . . .	-\$41,564,020 . . . . .	-\$79,989,760
572	Household Appliance Stores . . . . .	. . . . .	-\$3,366,141
573	Radio, TV, and Computer Stores . . . . .	-\$75,749,580 . . . . .	-\$129,895,100
5812	Eating Places . . . . .	-\$193,886,000 . . . . .	-\$403,594,700
5813	Drinking Places. . . . .	-\$4,244,227 . . . . .	-\$8,953,024
591	Drug Stores and Proprietary. . . . .	. . . . .	-\$24,005,450
592	Liquor Stores . . . . .	-\$2,772,497 . . . . .	-\$8,247,930
593	Used Merchandise Stores . . . . .	-\$9,470,653 . . . . .	-\$18,565,060
5941	Sporting Goods, Bicycle and Gun Stores . . . . .	-\$948,395 . . . . .	-\$12,151,050
5942	Book Stores . . . . .	-\$7,913,597 . . . . .	-\$13,227,440
5943	Stationery Stores. . . . .	-\$1,992,381 . . . . .	-\$11,037,930
5944	Jewelry Stores . . . . .	-\$2,151,824 . . . . .	-\$4,992,886
5945	Hobby, Toy and Game Shops . . . . .	-\$15,493,940 . . . . .	-\$26,974,690
5946	Camera and Photography Supply Stores. . . . .	-\$698,428 . . . . .	-\$1,134,358
5947	Gift, Novelty and Souvenir Shops . . . . .	-\$8,871,183 . . . . .	-\$15,906,190
5949	Sewing, Needlework and Craft Stores. . . . .	-\$963,086 . . . . .	-\$1,876,285
596	Non-store Retailers . . . . .	-\$2,233,481 . . . . .	-\$11,117,440
598	Fuel and Ice Dealers. . . . .	-\$3,707,584 . . . . .	-\$6,146,539
5992	Florists . . . . .	-\$4,746,059 . . . . .	-\$9,424,792
5993	Tobacco Stores and Stands . . . . .	-\$2,999,470 . . . . .	-\$5,058,865
5995	Optical Goods Stores . . . . .	-\$2,282,454 . . . . .	-\$4,518,475
5999	Miscellaneous Retail Stores, NEC. . . . .	-\$66,181,500 . . . . .	-\$122,469,100





# BATTLE CREEK

1

## >> 18 HOLE GOLF COURSE

Battle Creek is an upscale, master planned community that includes Battle Creek Golf Club, a pristine 18-hole championship golf course. It's located in the heart of some of Broken Arrow's nicest and newest residential developments. The southern edge of Battle Creek sits near the rapidly developing Broken Arrow Expressway (SH-51) commercial corridor. More than 80,000 cars per day travel along this route on their way to or from Tulsa. Just to the east is the new St. John Broken Arrow Medical Complex, a full-service hospital. Also east is the state's largest Bass Pro Shop, attracting thousands of visitors from all over the region each year. Battle Creek serves a large trade area due to its proximity to the Broken Arrow Expressway and to Tulsa.







# STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
<b>DEMOGRAPHICS</b>			
2019 Projection	24,757	247,443	507,706
2014 Estimate	23,384	239,121	490,655
2014 Est. Median Household Income	\$46,406	\$47,511	\$46,062

Source: Nielsen/Claritas

## RETAIL OPPORTUNITY GAPS

Book, Periodical and Music Stores	\$588,197	\$3,813,521
Specialty Food Stores	\$3,009,256	\$33,515,719
Women's Clothing Stores	\$1,652,682	—
Family Clothing Stores	\$2,272,580	—
General Merchandise Stores	\$19,228,784	\$167,604,937
Department Stores Excl Leased Depts	\$12,975,389	\$130,375,166
Other General Merchandise Stores	\$6,253,394	\$37,229,771
Special Foodservices	\$3,859,809	\$29,464,860
Drinking Places -Alcoholic Beverages	—	\$1,963,755

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

On-Ramp (at Aspen Ave)	W Bound - 9,894	E Bound - 3,852
Off-Ramp (at Aspen Ave)	W Bound - 3,592	E Bound - 11,510
Broken Arrow Expressway (at Aspen)	Over 80,000 cars per day	



- 378 Luxury Apartments
- Frontage road linking to St. John Hospital and Stone Wood Hills



# STONE WOOD HILLS

2



Hillside Drive extends to:

- Hillside Crossings
- Shops at Broken Arrow
- The Park at Adams Creek

Home to Oklahoma's largest Bass Pro Shop, Stone Wood Hills sits on 430 acres along the Broken Arrow Expressway (SH-51). This site provides an outstanding view of Broken Arrow and Tulsa, centered around a combination of retail, restaurant, and office development. Sites front along Broken Arrow's busiest highway traveled by 80k cars per day. It is also soon to be the home to a conference center and hotel project proposed for the area.







# STATISTICS

5 MINUTE  
DRIVE TIME

10 MINUTE  
DRIVE TIME

15 MINUTE  
DRIVE TIME

## DEMOGRAPHICS

2019 Projection	24,158	217,170	446,634
2014 Estimate	22,612	209,000	431,663
2014 Est. Median Household Income	\$49,916	\$48,244	\$46,651

Source: Nielsen/Claritas

## Tenants:

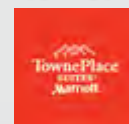
## RETAIL OPPORTUNITY GAPS

Luggage and Leather Goods Stores	\$3,914,873	—
Specialty Food Stores	\$2,860,539	\$15,789,925
Women's Clothing Stores	\$1,748,874	—
Hobby, Toys and Games Stores	\$1,103,081	—
Gifts, Novelty and Souvenir Stores	—	\$6,091,264
Books, Periodical and Music Stores	\$584,016	\$3,574,252
General Merchandise Stores	\$20,880,524	\$123,213,813
Special Foodservices	\$3,839,186	\$24,179,942
Drinking Places	—	\$3,558,610

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

Elm Pl (intersecting Albany)	N - 5,756	S - 8,983
Albany St (intersecting Elm)	W - 8,028	E - 8,296
Broken Arrow Expressway (at Elm)	Over 80,000 cars per day	





# CITY PAD SITES

3

These pad sites have been prepared by the City of Broken Arrow for retail and restaurant use. They are located within walking distance of the newly constructed Flight Safety manufacturing facility, home to over 750 highly skilled workers. They have prime frontage along 71st Street, Broken Arrow's main thoroughfare, and are also located less than a half mile from the Target Shopping Center, home to Dick's Sporting Goods, Marshalls, PetSmart and others. Additional privately owned pad sites are located just north of the City site. There is also a new upscale shopping center that just opened to the north on Lynn Lane which houses such tenants as Firehouse Subs, Knockouts, and others.







# STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
<b>DEMOGRAPHICS</b>			
2019 Projection	23,032	154,165	386,862
2014 Estimate	21,753	146,938	372,989
2014 Est. Median Household Income	\$52,367	\$52,695	\$47,930

Source: Nielsen/Claritas

## RETAIL OPPORTUNITY GAPS

Specialty Food Stores	\$2,753,250	\$21,361,171
Cosmetics, Beauty Supplies, Perfume Stores	\$1,088,177	\$1,218,517
Women's Clothing Stores	\$1,649,782	\$10,669,312
Childrens, Infants Clothing Stores	\$566,785	\$1,741,512
Shoe Stores	\$529,370	\$1,528,606
Luggage and Leather Goods Stores	\$611,615	\$3,630,194
General Merchandise Stores	\$24,509,598	\$194,359,108
Office Supplies, Stationery, Gift Stores	\$1,957,84	\$12,054,845
Special Foodservices	\$3,657,529	\$19,771,498

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

Lynn Ln (Intersecting Kenosha)	N - 18,133	S - 13,610
Kenosha St (intersecting Lynn)	W - 22,778	E - 18,812

## NEW FACILITY –

Located within walking  
distance of the City Pads

**FlightSafety International** designs and manufactures full-motion flight simulators and operates the world's largest fleet of advanced flight simulators at 43 centers around the world, training more than 75,000 pilots, technicians and other aviation specialists annually.

**\$40M Expansion Facility**  
Over 750 employees in Broken Arrow  
Average Salary: \$58,000





# HILLSIDE CROSSINGS

4

These two sites offer prime real estate and great visibility in a thriving and growing retail area. Directly east of these developments are The Shops at Broken Arrow, anchored by Target. To the west is Oklahoma's largest Bass Pro Shops. Hillside Drive, which connects these major retail centers, will be completed in June of 2014. This power center is in close proximity to the Broken Arrow High School football stadium (largest high school in the state, and now an open campus) with great access to the Broken Arrow Expressway, which is the major expressway between Broken Arrow and Tulsa.







# STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
<b>DEMOGRAPHICS</b>			
2019 Projection	20,730	167,848	399,665
2014 Estimate	19,378	160,500	385,805
2014 Est. Median Household Income	\$52,392	\$50,691	\$47,477

Source: Nielsen/Claritas

## RETAIL OPPORTUNITY GAPS

Convenience Stores	\$542,851	\$4,999,291
Specialty Food Stores	\$2,388,562	\$22,943,234
Luggage and Leather Goods Stores	\$537,896	\$3,957,503
Childrens, Infants Clothing Stores	\$364,322	\$3,409,084
Hobby, Toys and Games Stores	\$862,194	—
General Merchandise Stores	\$27,368,277	\$131,927,712
Full-Service Restaurants	—	\$14,618,827
Special Foodservices	\$2,462,770	\$16,984,112
Drinking Places -Alcoholic Beverages	—	\$6,004,523

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

Lynn Ln (at Albany)	N - 18,133	S - 13,610
Albany St (at Lynn Ln)	W - 10,030	E - 9,468
Broken Arrow Expressway (at Lynn)	Over 70,000 cars per day	





# 61ST & LYNN LANE

5

Conveniently located in the heart of Broken Arrow's upscale housing developments, this location provides easy access to rooftops while still being convenient for highway access less than a mile south. Prime for an upscale grocery anchored project or mixed-used development, this is an excellent location for retailers looking to reach Broken Arrow's high-end clientele.







# STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
<b>DEMOGRAPHICS</b>			
2019 Projection	17,491	110,860	356,631
2014 Estimate	15,869	104,474	344,290
2014 Est. Median Household Income	\$54,575	\$52,094	\$47,962

Source: Nielsen/Claritas

## RETAIL OPPORTUNITY GAPS

Electronics and Appliance Stores	\$2,988,636	—
Other Building Materials Dealers	\$4,704,473	—
Specialty Food Stores	\$1,895,258	\$14,942,681
Women's Clothing Stores	\$1,458,275	\$7,698,771
Childrens, Infants Clothing Stores	\$421,834	\$1,370,282
Book, Periodical and Music Stores	\$619,096	\$2,470,804
General Merchandise Stores	\$24,998,231	\$124,405,177
Office Supplies, Stationery, Gift Stores	\$2,149,258	\$5,769,051
Special Foodservices	\$2,843,205	\$14,777,725
Drinking Places -Alcoholic Beverages	\$154,013	\$2,586,649

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

Lynn Ln (at Albany	N - 18,133	S - 13,610
Albany St (at Lynn Ln)	W - 10,030	E - 9,468

## Tuscan Plaza Offices & Restaurant Pads





# SHOPS AT BROKEN ARROW

6

## >> REGIONAL POWER CENTER

Phase I of this 400,000 sf regional power center is located along the Broken Arrow Expressway (SH-51). With retailers like Target, Marshalls and PetSmart, The Shops at Broken Arrow will be a destination for area shoppers from Tulsa and surrounding communities.

### NOW OPEN:

Target • Marshalls • Rue21 • Olive Garden  
PetSmart • Famous Footwear • Maurices • AT&T  
GNC • Radio Shack • Cherry Berry • Applebee's  
Panda Express • Beautiful Nails • Cinemark  
Dick's Sporting Goods • Sprint • Verizon • Five Guys  
Burgers and Fries







# STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
<b>DEMOGRAPHICS</b>			
2019 Projection	20,730	167,848	399,665
2014 Estimate	19,378	160,500	385,805
2014 Est. Median Household Income	\$52,392	\$50,691	\$47,477

Source: Nielsen/Claritas

## RETAIL OPPORTUNITY GAPS

Convenience Stores	\$542,851	\$4,999,291
Specialty Food Stores	\$2,388,562	\$22,943,234
Luggage and Leather Goods Stores	\$537,896	\$3,957,503
Childrens, Infants Clothing Stores	\$364,322	\$3,409,084
Shoe Stores	\$413,066	—
News Dealers and Newsstands	—	\$747,067
Hobby, Toys and Games Stores	\$862,194	—
General Merchandise Stores	\$27,368,277	\$131,927,712
Full-Service Restaurants	—	\$14,618,827
Special Foodservices	\$2,462,770	\$16,984,112
Drinking Places -Alcoholic Beverages	—	\$6,004,523

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

Hillside Drive (between Lynn and 193rd)	7,470
Broken Arrow Expressway (at Lynn)	Over 70,000 cars per day



# THE PARK AT ADAMS CREEK

7

## >> POWER CENTER

This 220-acre master planned commercial development is in the heart of retail activity in Broken Arrow, just east of the Target-anchored Shops at Broken Arrow. It's located just north of the Broken Arrow Expressway (SH-51), the main highway between Broken Arrow and Tulsa.

### NOW OPEN:

Lowe's • Cinemark • Santa Fe Cattle Company  
Buffalo Wild Wings • Chili's • IHOP • Pizza Hut







# STATISTICS

the

park

at

adams

creek

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
<b>DEMOGRAPHICS</b>			
2019 Projection	18,015	110,925	374,178
2014 Estimate	16,963	104,213	360,740
2014 Est. Median Household Income	\$52,665	\$54,039	\$48,532

Source: Nielsen/Claritas

## RETAIL OPPORTUNITY GAPS

Electronics and Appliance Stores	\$2,869,978	—
Other Building Materials Dealers	\$6,626,479	—
Convenience Stores	\$969,236	\$2,145,282
Specialty Food Stores	\$2,040,747	\$15,017,178
Cosmetics, Beauty Supplies, Perfume Stores	\$803,404	\$2,554,028
Women's Clothing Stores	\$1,459,633	\$8,216,656
Childrens, Infants Clothing Stores	\$445,473	\$1,631,593
Shoe Stores	\$336,625	\$1,937,668
Book, Periodical and Music Stores	\$624,429	\$2,716,795
General Merchandise Stores	\$15,132,914	\$128,660,213
Office Supplies, Stationery, Gift Stores	\$1,831,792	\$6,857,689
Special Foodservices	\$2,897,962	\$15,593,883
Drinking Places -Alcoholic Beverages	—	\$3,011,858

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

193rd E Ave (at Kenosha)	N - 17,049	S - 12,417
Kenosha St (at 193rd)	W - 28,004	E - 19,533



# EAST KENOSHA MARKET

8

Located with frontage along both the Broken Arrow Expressway and 71st Street, this site has excellent visibility and traffic counts that would serve any retail tenant well. With enough space to accommodate a large-scale mixed-used retail development, this site is ripe for a regional shopping center to serve the Tulsa Metro area.







# STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
2019 Projection	19,481	131,483	364,158
2014 Estimate	18,356	124,401	350,896
2014 Est. Median Household Income	\$52,509	\$52,734	\$48,340

Source: Nielsen/Claritas

## RETAIL OPPORTUNITY GAPS

Electronics and Appliance Stores	\$3,358,938	—
Lawn, Garden Equipment, Supplies Stores	\$2,340,841	\$13,103,993
Convenience Stores	\$702,678	\$2,716,598
Specialty Food Stores	\$2,253,977	\$17,924,514
Cosmetics, Beauty Supplies, Perfume Stores	\$866,289	\$1,731,590
Women's Clothing Stores	\$1,507,437	\$9,213,122
Family Clothing Stores	—	\$11,050,391
Shoe Stores	\$427,134,	\$2,251,338
General Merchandise Stores	\$16,776,624	\$158,833,091
Gift, Novelty and Souvenir Stores	\$544,566	\$8,856,367
Special Foodservices	\$3,099,973	\$17,142,630

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

193rd E Ave (at Kenosha)	N - 17,049	S - 12,417
Kenosha St (at 193rd)	W - 28,004	E - 19,533



## SITE SUMMARY

NAME	SQUARE FOOTAGE	ACRES
WARREN CLINIC	88,999	2.04
PAD A	60,538	1.39
PAD B	43,219	.992
PAD C	43,846	1.00
PAD D	50,005	1.15
RETAIL	235,622	5.41
CLIMATE CONTROL	90,899	2.09
HOTEL A	104,933	2.41
HOTEL B	158,364	3.64
RIGHT OF WAY	117,657	2.70
<b>TOTAL</b>	<b>994,082</b>	<b>22.82</b>



# THE ROSE DISTRICT

9

## >> ARTS & ENTERTAINMENT

The newly re-branded “Rose District” is adding upscale living and “arts & entertainment” venues that create a 24/7 district for shopping, dining, and entertainment. Already home to several exciting restaurants and boutiques, a Farmer’s Market pavilion, and a 1,500 seat Performing Arts Center, this district is primed for specialty restaurants and unique retail. In an effort to foster this continued growth, the City just completed a \$4MM streetscape renovation and established a dedicated branding & marketing initiative for the district. The City has also set in place TIF (tax increment financing) incentives that can be used to assist in build-out/renovation of main street venues in the district to assist entrepreneurs and developers in realizing their vision. We have seen over \$4MM in private investment, a 33% rise in revenues, and a 20% rise in occupancy as a result. We encourage you to become a part of this new vision for Broken Arrow’s Rose District.







# STATISTICS

## DEMOGRAPHICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
2019 Projection	25,802	132,694	327,904
2014 Estimate	24,739	126,170	314,975
2014 Est. Median Household Income	\$54,302	\$55,690	\$49,838

Source: Nielsen/Claritas

## RETAIL OPPORTUNITY GAPS

Specialty Food Stores	\$3,577,655	\$18,487,845
Cosmetics, Beauty Supplies, Perfume Stores	\$906,283	\$1,731,590
Men's Clothing Stores	—	\$856,231
Women's Clothing Stores	\$1,457,380	\$9,291,368
Family Clothing Stores	\$1,062,774	\$12,040,452
Clothing Accessories Stores	\$419,130	\$1,446,744
Shoe Stores	\$691,932	\$1,325,906
Luggage and Leather Goods Stores	735,276	3,153,890
General Merchandise Stores	\$23,686,668	\$160,165,246
Office Supplies and Stationery Stores	\$2,805,536	\$7,596,907
Special Foodservices	\$4,181,025	\$18,764,622
Drinking Places -Alcoholic Beverages	\$126,367	\$3,915,836

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

Main St. (from College to Ft. Worth)	9,400
--------------------------------------	-------

## Tenants:



## District @222 Loft Apartments



## Rose District Farmers Market Pavilion



## 1500 Seat Performing Arts Center





# 71ST & GARNETT

10

## >> HIGH TRAFFIC AREA

Located at the intersection of two major streets and ½ mile from Highway 169, this corridor provides outstanding access to one of the regions retail hubs. The 15.8 acre tract is large enough to accommodate big box users, junior anchors, office users and restaurant pad sites. Designated in the Broken Arrow Comprehensive Plan as “Level 4 – Commercial/Employment Nodes” the tract has been identified by the City as a high sales tax generating parcel. The hotel-front pad sites are prime for retailers wishing to take advantage of an ever-changing traveler daytime population. Dense surrounding residential populations make instant consumers for uses located within the area.







# STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
<b>DEMOGRAPHICS</b>			
2019 Projection	27,443	227,969	498,799
2014 Estimate	26,234	219,916	482,263
2014 Est. Median Household Income	\$62,269	\$49,827	\$47,072

Source: Nielsen/Claritas

## RETAIL OPPORTUNITY GAPS

Specialty Food Stores	\$3,973,423	\$31,581,912
Pharmacies and Drug Stores	\$5,855,383	—
Other Gasoline Stores	\$4,790,862	—
Department Stores Excl Leased Depts	\$13,562,849	\$139,662,077
Gift, Novelty and Souvenir Stores	\$1,987,115	\$4,540,523
Special Foodservices	\$3,432,944	\$25,809,650
Drinking Places -Alcoholic Beverages	\$1,671,707	\$3,340,738

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

Garnett (at Kenosha)	N - 15,664	S - 14,632
Kenosha St (at Garnett)	W - 40,943	E - 27,368









# STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
<b>DEMOGRAPHICS</b>			
2019 Projection	27,622	207,950	474,489
2014 Estimate	26,250	200,136	458,667
2014 Est. Median Household Income	\$68,841	\$52,254	\$47,513

Source: Nielsen/Claritas

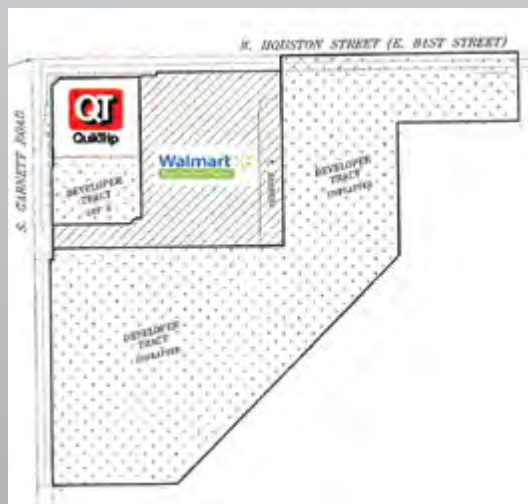
## RETAIL OPPORTUNITY GAPS

Hardware Stores	\$991,000	\$3,940,633
Lawn, Garden Equipment, Supplies Stores	\$2,590,840	—
Grocery Stores	\$12,525,422	—
Specialty Food Stores	\$4,025,150	\$29,278,444
Women's Clothing Stores	\$1,469,190	—
Pharmacies & Drug Stores	\$6,082,228	\$3,657,243
Other Gasoline Stations	\$6,610,569	\$37,292,989
Book, Periodical & Music Stores	—	\$4,536,429
General Merchandise Stores	\$37,493,150	\$197,326,520
Gifts, Novelty & Souvenir Stores	\$2,102,407	5,532,590
Special Foodservices	\$3,492,393	\$24,777,093
Drinking Places -Alcoholic Beverages	\$1,774,257	\$3,988,481

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

Garnett (at Houston)	N - 12,355	S - 12,294
Houston St (at Garnett)	W - 22,329	E - 19,358





# ASPEN CREEK

12



With over 500 acres available for retail development in partnership with the City of Broken Arrow, the Aspen Creek corridor is Broken Arrow's newest commercial location. Anchored by the 150,000 sf Warren Theatres (opening November 2014), the 110 acre "Aspen Creek" project is destined to be a gathering spot for south Tulsans, Broken Arrowans, as well as residents of other nearby communities looking for new shopping, dining, lodging, entertainment, and office experiences. With easy ingress and egress from 3 exits on the Turnpike, including the newly constructed Aspen exit, as well as expansion and widening plans for Aspen and Tucson, this is a great place to locate retailers and new development projects.







# STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
<b>DEMOGRAPHICS</b>			
2019 Projection	24,296	93,592	278,831
2014 Estimate	23,498	88,636	266,646
2014 Est. Median Household Income	\$63,721	\$66,849	\$56,396

Source: Nielsen/Claritas

## RETAIL OPPORTUNITY GAPS

Electronics and Appliances Stores	\$1,026,245	\$5,662,235
Building Material and Supply Dealers	\$34,557,513	\$50,744,521
Grocery Stores	\$21,626,839	\$58,569,974
Specialty Food Stores		
Health and Personal Care Stores	\$9,333,083	\$15,061,753
Clothing Stores	\$9,763,199	\$27,426,195
Shoe Stores	\$928,482	\$2,450,912
Sporting Goods Stores	\$4,690,099	\$10,275,986
General Merchandise Stores	\$39,808,124	\$139,473,952
Office Supplies, Stationary and Gift Stores	\$5,026,899	\$15,007,822
Foodservice and Drinking Places	\$20,128,860	\$24,181,548

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

Elm Pl (at Tucson)	N - 18,133
Creek Turnpike (at Elm)	15,900

## Spring Creek Plaza





**NORTHEASTERN  
STATE UNIVERSITY**

101st Street (New Orleans)

Festival Park

60 ± Acres  
For Sale

131.8 ± Acres  
For Sale

CREEK TURNPIKE

# NSU DEVELOPMENT

13

## >> NORTHEASTERN STATE UNIVERSITY

The state's fastest growing university, Northeastern State University's Broken Arrow campus was rated Oklahoma's "Best Regional University." Enrollment is now well over 3,000 students and continues to climb. There are development opportunities all around the university with frontage along the Creek Turnpike in Broken Arrow. This highway provides easy access to all points around the Tulsa metro area increasing the trade area and making the site more attractive to retailers. The city is currently developing a Festival Park next to NSU-BA in an effort to attract thousands of people to the community for special events.







# STATISTICS

## DEMOGRAPHICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
2019 Projection	4,418	78,496	264,637
2014 Estimate	4,262	74,574	239,027
2014 Est. Median Household Income	\$65,492	\$60,137	\$57,442

Source: Nielsen/Claritas

## KEY OPPORTUNITY GAP CATEGORIES

Furniture and Home Furnishings Stores	\$1,398,897	\$6,773,878
Other Building Materials Dealers	\$937,472	\$13,270,364
Grocery Stores	\$6,123,399	—
Specialty Food Stores	\$489,334	\$11,198,808
Health and Personal Care Stores	\$4,407,687	\$9,587,745
Clothing Stores	\$1,775,101	\$19,982,518
Sporting Goods, Hobby, Book, Music Stores	\$1,240,113	\$2,509,581
General Merchandise Stores	\$6,040,540	\$100,120,848
Office Supplies, Stationary and Gift Stores	\$507,700	\$13,118,996
Foodservice and Drinking Places	\$5,518,522	\$32,148,246

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

Creek Turnpike (at New Orleans)	15,900
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80 Acre *Festival Park*

New and existing housing within minutes of campus!





# NORTHEAST CROSSROAD

14

## >> CROSSROAD ADVANTAGE

This 67-acre site in the new East Side Development District of Broken Arrow (a 3,000 acre commercial, residential and business development) is anchored by a new Walmart Supercenter. Northeast Crossroads is located at the intersection of East Kenosha Street and the Creek Turnpike. It is just north of the BA Expressway (SH-51) and Muskogee Turnpike intersection, providing quick and easy access to all points around the Tulsa Metro area. Pictured are nearly 500 prime acres along this up-and-coming retail corridor which serve the residents of north and east Broken Arrow, and draw from our primary and secondary trade areas.







# STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
<b>DEMOGRAPHICS</b>			
2019 Projection	7,996	71,117	291,429
2014 Estimate	7,708	66,239	279,103
2014 Est. Median Household Income	\$52,771	\$57,076	\$51,234

Source: Nielsen/Claritas

## RETAIL OPPORTUNITY GAPS

Electronics and Appliance Stores	\$2,194,386	—
Building Material, Garden Equip Stores	\$6,736,762	—
Specialty Food Stores	\$1,246,191	\$9,645,929
Pharmacies and Drug Stores	\$5,662,441	\$1,616,099
Clothing Stores	\$2,560,547	\$13,319,813
Hobby, Toys and Games Stores	\$584,424	\$4,455,240
General Merchandise Stores	—	\$83,214,916
Office Supplies, Stationery, Gift Stores	\$812,114	\$10,398,824
Food Services and Drinking Places	\$6,994,742	\$33,763,723

Source: Nielsen/Claritas

## TRAFFIC COUNTS (VPD)

209th E Ave (at Kenosha)	N - 3,565	S - 1,019
Kenosha St (at 209th)	W - 19,052	E - 17,171
Creek Turnpike (at New Orleans)	4,784	





# ONETA SQUARE

15

Just one mile west of Oklahoma's largest Army Reserve Center, Oneta Square is ripe with opportunity. With more than 17,000 cars per day on SH-51, Oneta Square is sure to gain a lot of visibility as people drive to Tulsa from communities southeast of the metro. Just one mile south is a new Walmart Supercenter.







## STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
<b>DEMOGRAPHICS</b>			
2019 Projection	6,149	26,983	131,157
2014 Estimate	5,724	25,450	123,821
2014 Est. Median Household Income	\$71,492	\$63,570	\$58,255

Source: Nielsen/Claritas

### RETAIL OPPORTUNITY GAPS

Furniture and Home Furnishings Stores	\$1,644,869	\$5,701,275
Electronics and Appliance Stores	\$619,946	\$5,185,913
Building Material, Garden Equip Stores	\$10,706,856	—
Food and Beverage Stores	\$12,169,139	\$670,881
Health and Personal Care Stores	\$5,960,812	\$17,723,990
Clothing and Clothing Accessories Stores	\$4,052,838	\$12,158,836
Sporting Goods, Hobby, Book, Music Stores	\$1,945,205	\$6,334,553
General Merchandise Stores	\$9,592,564	\$22,766,533
Foodservice and Drinking Places	\$9,786,008	\$26,311,423

Source: Nielsen/Claritas

### TRAFFIC COUNTS (VPD)

Old Highway 51	~17,000
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## AFRC – Armed Forces Reserve Center

Oneta Square is near the site of the newly constructed **\$67 million** Armed Forces Reserve Center at 101st Street and 261st East Avenue. The facility is expected to serve up to 1,200 members a month from state National Guard and Reserve units.

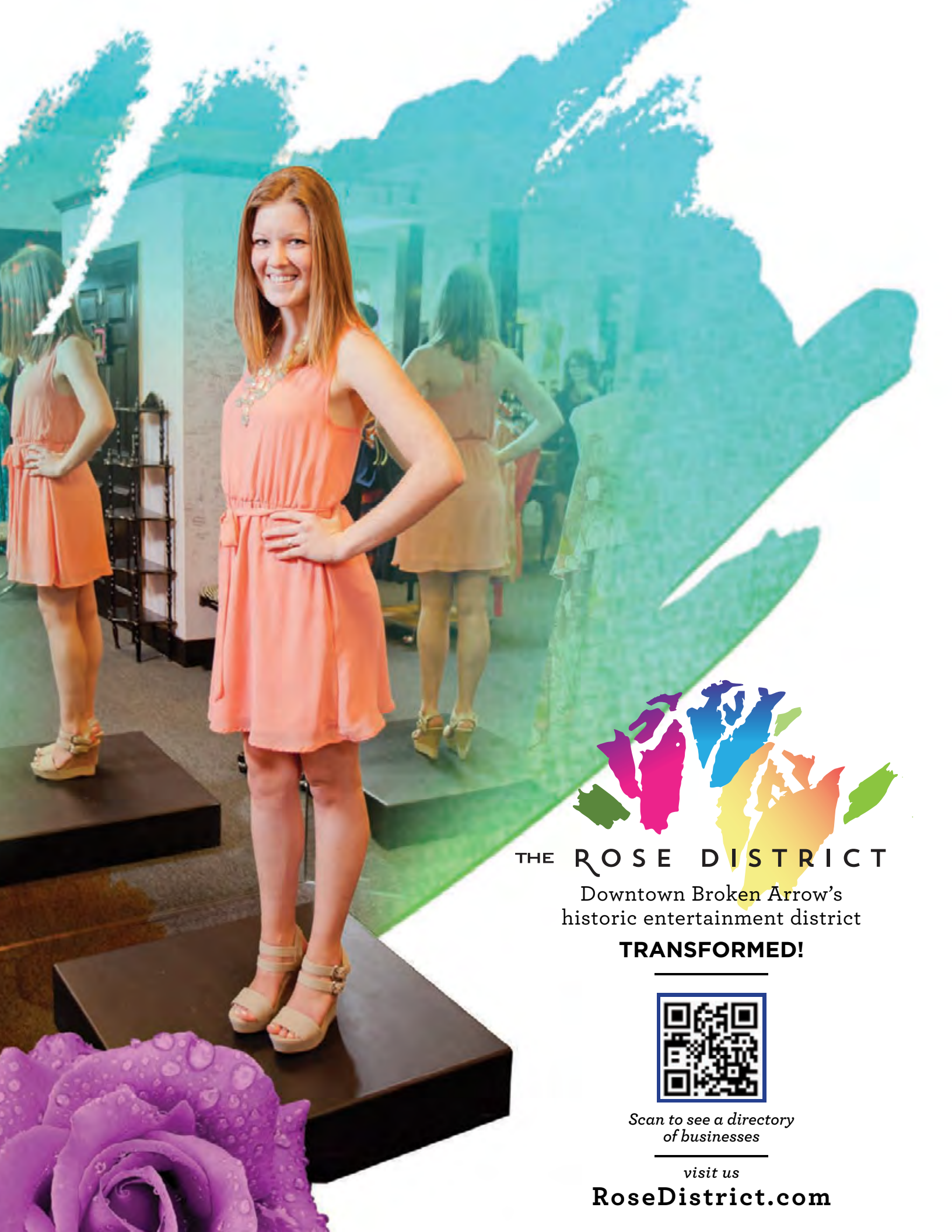




## >> TULSA/BROKEN ARROW RETAIL DUPLICATION MAP

Broken Arrow, though closely tied to the Tulsa market, stands alone as a community with a huge spending potential for retail. This map shows the many retailers that have made the valuable decision to take advantage of the Broken Arrow market who are also located in Tulsa, including such major players as Walmart, Lowe's, Target, Cinemark, and many other.





THE ROSE DISTRICT

Downtown Broken Arrow's  
historic entertainment district

**TRANSFORMED!**



*Scan to see a directory  
of businesses*

visit us  
**RoseDistrict.com**

*“Broken Arrow is one of the **fastest growing** communities in Oklahoma. The continued development in this area includes medical facilities, schools, hotels and much more. Charleston’s has 14 successful restaurants located in Oklahoma City, Tulsa, Omaha, Indianapolis and Ft Worth (to name a few locations) and the decision to expand to Broken Arrow was an easy one. We are very optimistic about the future of Charleston’s as well as the community of Broken Arrow.”*

— Matt Kobernus  
General Manager, Charleston’s



*“Broken Arrow has embraced **Bass Pro Shops** as a partner, making us very successful. Our customers enjoy the ease of access to the store from all over the state, and the other amenities that Broken Arrow offers during their visit here. Together, we have built an attraction that will live on for decades. We are proud to be in Broken Arrow.”*

— Chris Koeininger  
General Manager, Bass Pro

*“Lowe’s has called Broken Arrow **home** for over **10 years** at the Park at Adams Creek development. Broken Arrow has grown exponentially in that time and its citizens have been using us to help make their houses more of a home. We have enjoyed the support of the community, and look forward to continuing to serve them.”*

— Keith Kunze  
General Manager, Lowe’s



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